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The solar industry is growing rapidly nationally, and Arizona is a leader in rooftop solar energy with over 179 contractor/installers operating in the state according to the Solar Energy Industries Association.

RUCO Director Pat Quinn says, "Like any industry, especially a younger one, there are some reputable companies and others that are less trustworthy."

A rooftop solar system is a big investment with many potential benefits. However, consumers must act wisely as smart shoppers to ensure they maximize those potential benefits.

Director Quinn adds, "We have seen some contracts that give us concern. We see rosy assumptions and yearly escalators that may lead the solar adopter to have false expectations around the financial savings of the system."

"We are also troubled by high-pressure sales tactics and sales people not familiar with the regulatory process."

"Because of these concerns, RUCO has developed a consumer guide to give potential buyers an evenhanded source of recommended best practices."

"We hope the guide will be used by potential solar consumers so they can be fully informed about what to expect, and how to protect their investment," says Quinn.

The RUCO guide can also be a resource used by installers when meeting with potential customers, illustrating how the company adheres to the best practices. In fact, the Arizona Solar Energy Industries Association (AriSEIA) will place the guide on their website to complement their Preferred Solar Installer credential program.

AriSEIA Board President Mark Holohan explains, "Quality systems and satisfied customers are key to solar's continued success. AriSEIA is leading efforts to improve the quality of Arizona's installers and the RUCO consumer guide will be a useful resource in helping AriSEIA continue to fulfill its mission."

Director Quinn concludes, "The more knowledge consumers have, the better the market functions, leaving only the best solar companies. This consumer guide is a first step in reaching that end."

The consumer guide can be found on RUCO's [website](http://www.azruco.gov)

AriSEIA's Preferred Solar Installer credential program can be found [here](#)